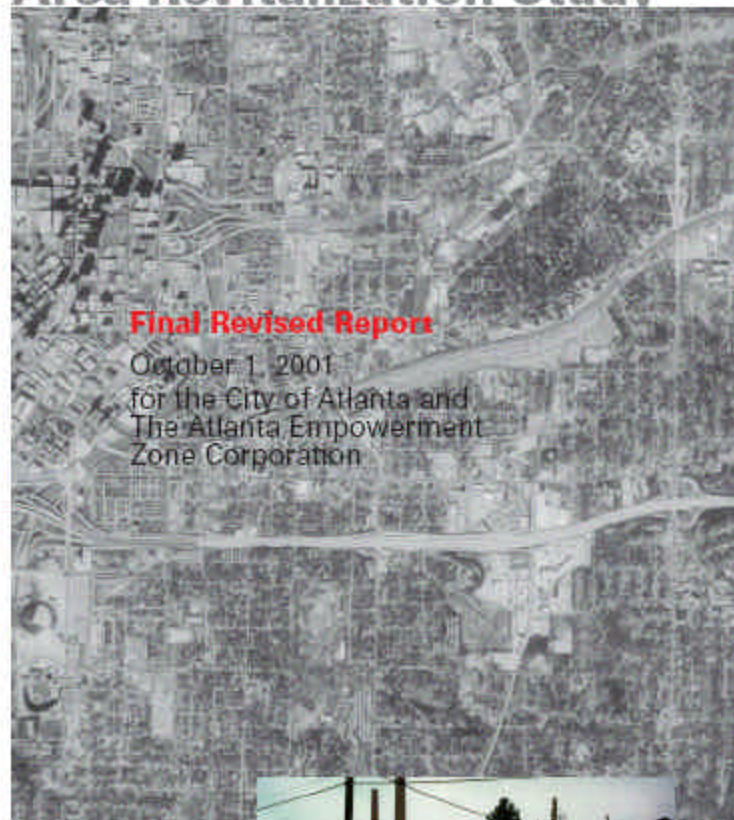


Memorial/MLK Jr. Drive Corridor



Memorial Drive- Martin Luther King, Jr. Drive Area Revitalization Study



r+p/v



romm+pearsall/ vergestudios

RECOMMENDATIONS:

- + Add residential density and neighborhood retail space with mixed-use blocks along Memorial Drive & MLK corridors that also protects the historical single-family neighborhoods.
- + (Re)create links to downtown and the government center via an urban park connecting the Capitol & Oakland Cemetery and provide a central green corridor for development along Memorial and MLK.
- + Provide a neighborhood park in the Cabbagetown area.
- + Improve neighborhood retail and commercial space in Reynoldstown.
- + Maintain the existing industrial area along Memorial Drive from Pearl Street to Moreland Avenue with aesthetic and pedestrian improvements.

REYNOLDSTOWN: 2000 AND BEYOND



A NEIGHBORHOOD MASTER PLAN

Prepared by PEQ and MXP Collaborative

For:
Reynoldstown Revitalization Corporation
Atlanta Empowerment Zone

RECOMMENDATIONS:

- + A central neighborhood park designed to improve circulation and serve as a focused organizing node of activity.
- + A linear park along an abandoned rail line (Beltline route) providing recreational trails and connecting to neighboring Inman Park and Grant Park.
- + Nodes of compact retail/commercial space along Memorial and Moreland.
- + Revision of the current industrial use areas north of Memorial to reflect a residential neighborhood character & areas south of Memorial to light/moderate industrial uses.

Quality Growth Resource Team Report



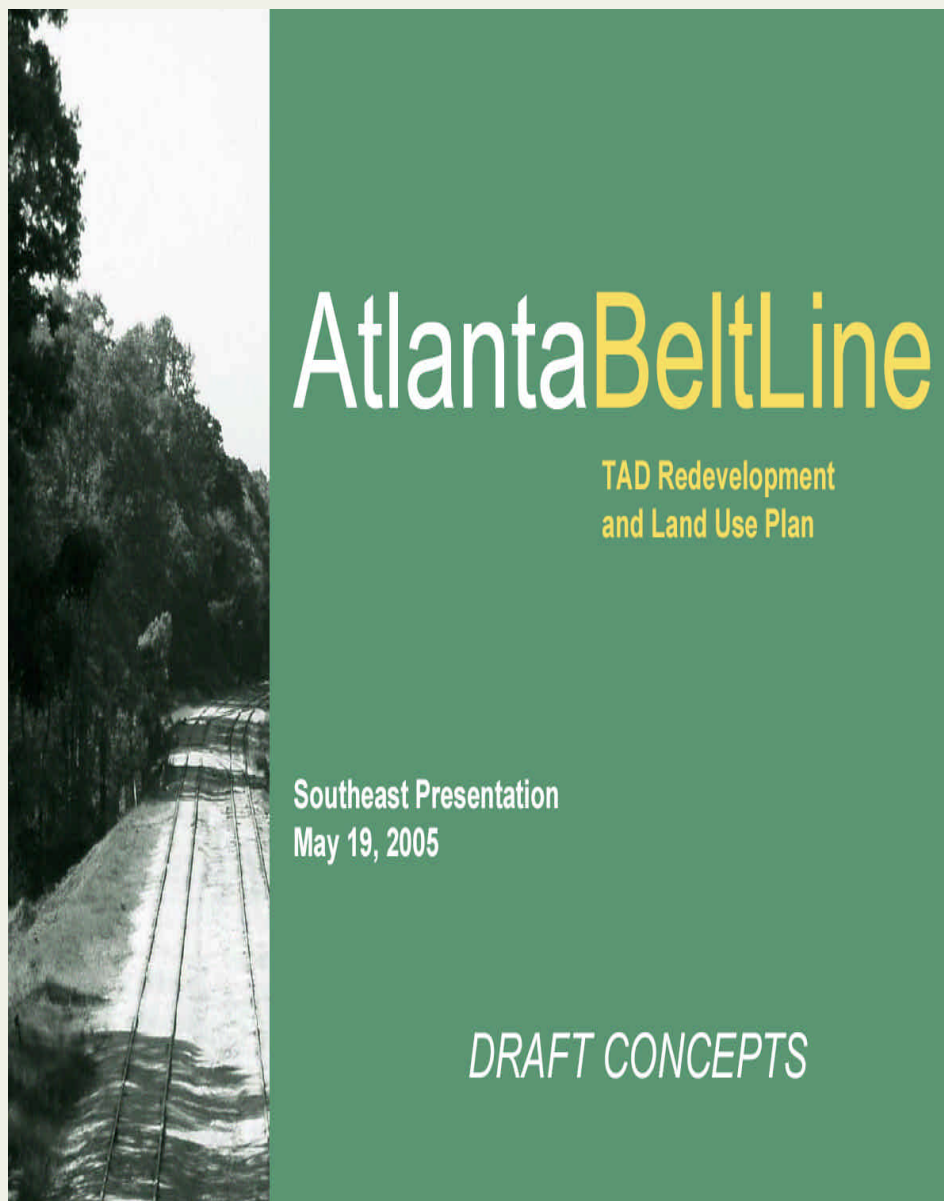
Grant Park

March 2003

RECOMMENDATIONS:

- + A neighborhood commercial/service center through redevelopment along Memorial Drive and Boulevard to provide a focal point and suitable location for neighborhood retail establishments.
- + A greater mix of uses by rehabilitating Grant Park's historic commercial structures for neighborhood services.
- + Scattered small-scale multi-family housing throughout neighborhood with larger multi-family housing near transit stops.

1.



RECOMMENDATIONS:

- + Strengthen viable employment centers while preserving a variety of residential opportunities and integrating historic and environmental resources.
- + Provide the Memorial Drive corridor pedestrian supported mixed land uses with a central node at the rail right of way with more intense commercial, industrial, residential & greenspace.
- + Line transit corridor with higher density residential.
- + Beltline associated redevelopment at Hulsey Yard with links to the Inman Park/Reynoldstown MARTA stop.

STUDIES: COMMON ELEMENTS

- Protect established residential neighborhoods.
- Increase recreational green space via parks and trails.
- Increase density along the Memorial Drive corridor to provide needed retail & commercial services.

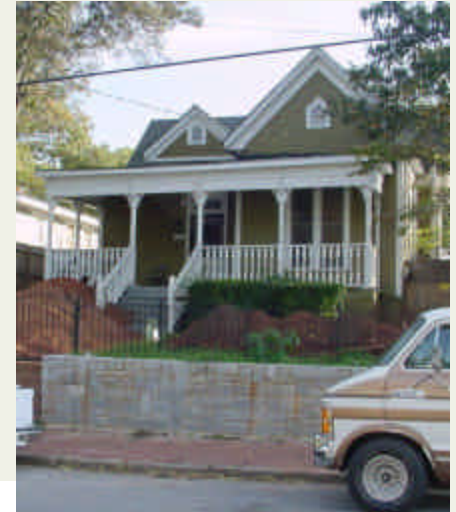



Image from: EDAW/Urban Collage

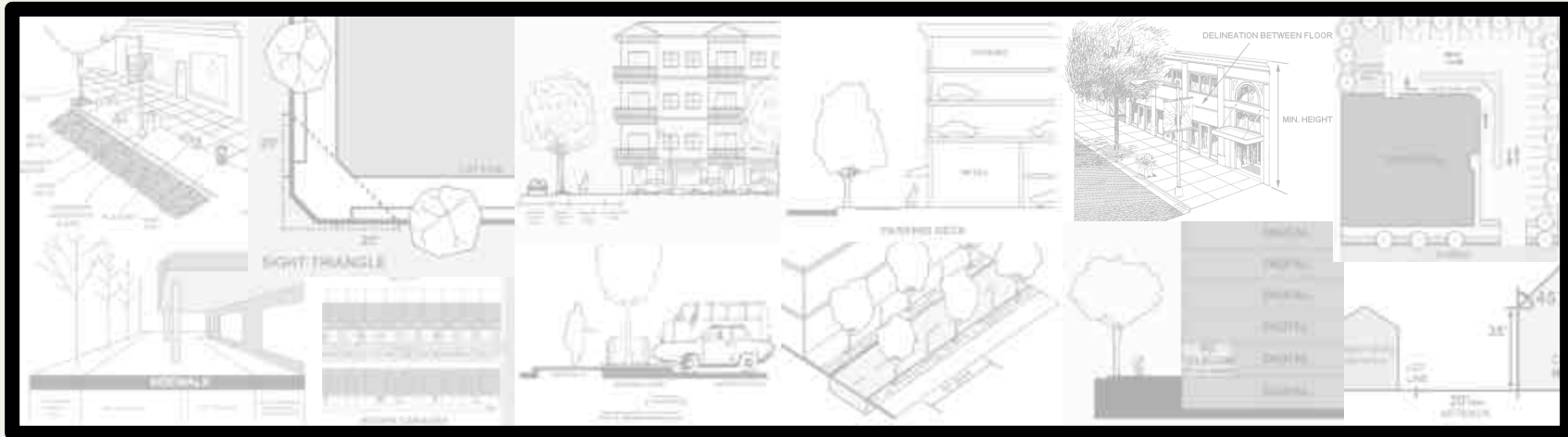
**How do we implement the
recommendations of the studies?**

CONVENTIONAL ZONING

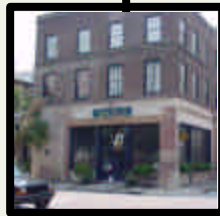
PERPETUATES A DISINTEGRATING QUALITY OF LIFE

- Encourages auto-oriented sprawl
 - Disrupts the urban fabric
 - Creates visual blight
 - Produces an environment hostile to pedestrians
 - Fails to protect neighborhood serving uses
 - Supports mono-use development
 - Minimizes transportation options
- 
- Perpetuates poor or missing sidewalk infrastructure
 - Contributes to increased traffic congestion and decline of air quality
 - Does not address appropriate land uses and building scale
 - Non-compatible with recommendations from neighborhood studies and redevelopment plans

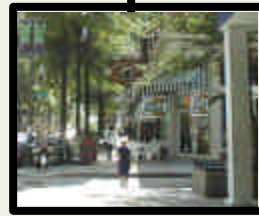
City of Atlanta



Neighborhood
Commercial



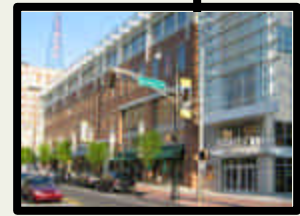
Live-Work



Mixed Residential-
Commercial



Multi-Family
Residential



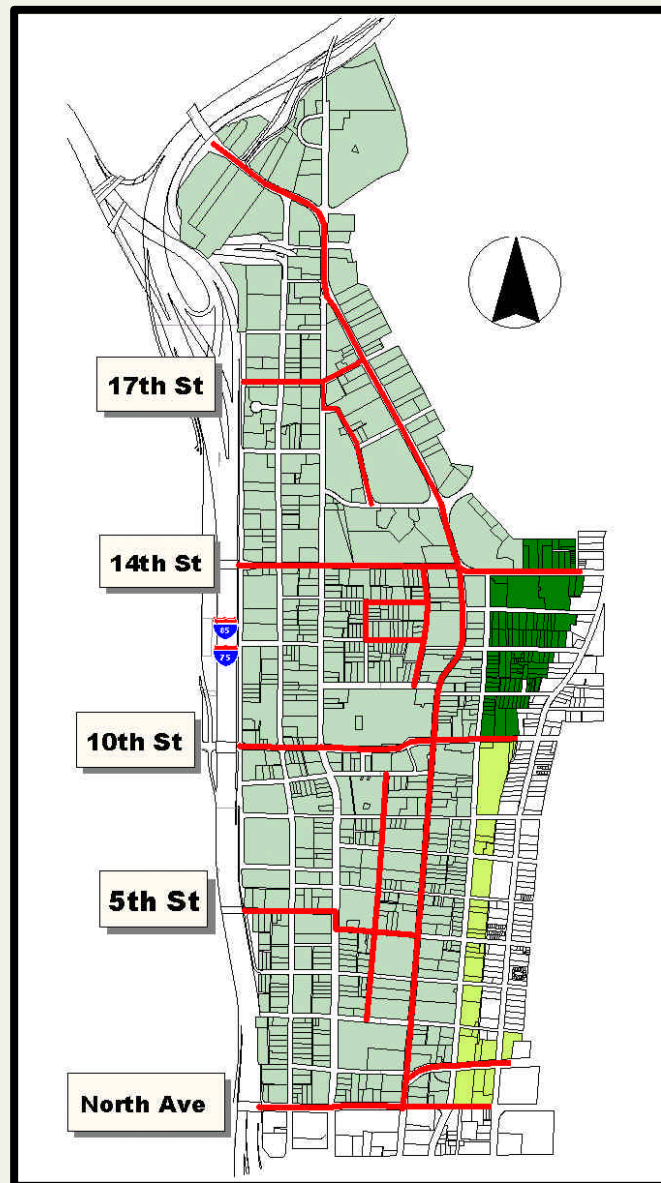
New SPUs

Quality of Life Zoning Codes

Quality of Life Zoning: Goals and Intent

- Make consistent the implementation of the vision.
- Improve the aesthetics of the built environment by raising the bar for quality development.
- Ensure a pedestrian-oriented building form.
- Facilitate safe, pleasant, and convenient pedestrian circulation.
- Maximize pedestrian amenities, including open spaces, public art and public signage.
- Transition between densities to reinforce visual continuity, linkages, and existing street patterns
- Provide multi-family housing that does not detract from adjacent single-family housing
- Prevent encroachment of incompatible commercial uses and parking into neighborhoods
- Encourage a compatible mixture of residential and commercial uses with community oriented retail uses
- Preserve the existing neighborhood character





Midtown SPI-16 District

Special Public Interest Districts (SPIs)

SPI Districts are zoning classifications used in certain areas of the city where regulations are tailored specifically to address the needs of a particular area. SPI District guidelines are generally more restrictive but also allow for greater flexibility.

These districts function to address special public interests to maximize a public investment made in an area. These may include:

- *MARTA transit stations, to increase ridership*
- *Public parks (i.e. Centennial Park, Piedmont Park)*
- *Areas of historic significance*

The City of Atlanta has 20 SPI zoning districts including the Central Core, Centennial Olympic Park, Lindbergh Transit Center, Vine City and Ashby Station, and Midtown.

LIVE WORK (LW)



The purpose of this district is to support the rehabilitation or development of underutilized industrial and rail corridor areas adjacent to residential neighborhoods by allowing a mixture of uses at a scale and character which is appropriate for creating a live work environment.

This district would:

- Provide neighborhood-oriented shops and services*
- Enhance environmental and recreational amenities through greenspace and landscaped buffers*
- Provide pedestrian and bike connections to adjacent neighborhood parks*

MIXED RESIDENTIAL COMMERCIAL (MRC)



The purpose of the district is to provide an appropriate mix of residential with commercial uses along major corridors and ensure a pedestrian-oriented built environment.

- *MRC-1 allows low-density mixed-use*
- *MRC-2 allows medium density mixed-use*
- *MRC-3 allows higher density mixed-use*

MULTI-FAMILY RESIDENTIAL (MR)



The purpose of the district is to provide residential development with appropriate residentially oriented, street-level commercial uses and encourage an urban pedestrian environment.

- *Commercial uses limited by size, type and location.*
- *Residential units are oriented towards the street.*
- *Adequate open spaces are provided for residents.*

NEIGHBORHOOD COMMERCIAL (NC)



The purpose of the district is to restore, conserve and protect traditional neighborhood commercial districts at a scale and character which is in keeping with the surrounding neighborhoods, provide neighborhood oriented shops and services, and emphasize pedestrian convenience.

- *Sizes and types of uses are limited*
- *District size is limited to a maximum diameter of ½ mile and includes all contiguous commercial properties*

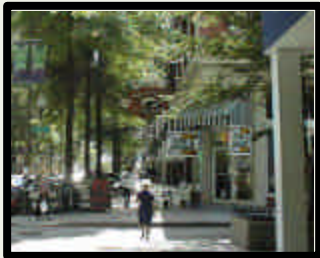
CODES: PROPOSED & CURRENT



Neighborhood Commercial (NC) → C1, C2



Live-Work (LW) → I1, I2, C1



Mixed Residential-Commercial (MRC) → C1, C2, C3



Multi-Family (MR) → RG

City of Atlanta

quality of life zoning codes

GRANDFATHERING

- When zoning changes, existing uses and structures are “grandfathered in”
- “Grandfathered” uses and structures become “legally non-conforming”
- Properties that become abandoned lose their “grandfathered” if more than one year elapses
- Removal or replacement of more than 60% of a structure shall eliminate the non-conforming status
- Expansion of non-conforming uses and structures requires approval by the Board of Zoning Adjustment (BZA)

Refer to Section 16-24 of the Zoning Ordinance for specific requirements related to non-conformities.

FUTURE STEPS

- A series of area focused stakeholder meetings starting in August to determine:

- Permitted Uses
- Density Controls
- Height Controls
- Setback Regulations
- Streetscape Standards



To participate- please sign up to be contacted for the specific area schedule!

REZONING PROCESS

- Legislation to rezone is introduced
- NPU Public Meetings
- Zoning Review Board Public Hearing
- Zoning Committee of City Council
- Adoption by Atlanta City Council



Once the legislation is introduced, the rezoning process takes a minimum of 3 months until City Council adoption.



Shirley Franklin
Mayor, City of Atlanta

ATLANTA CITY COUNCIL
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Beverly Dockeray-Ojo
Director

CITY OF ATLANTA

DEPARTMENT OF PLANNING AND COMMUNITY DEVELOPMENT

BUREAU OF PLANNING

**For additional information contact: Karl Smith-Davids
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<http://www.atlantaga.gov/government/planning/burofplanning.aspx>